

### **Claim Amendments:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Canceled)
2. (Previously presented) A computer system for displaying targeted healthcare advertisements to a computer user comprising:
  - a. an advertising selecting computer;
  - b. a device for enabling entry of healthcare related information into the system;
  - c. a database for storing the healthcare related information and advertising information connected to the advertising selecting computer; and
  - d. a communications network for transmitting the healthcare related information from the device to the advertising selecting computer for storage in the database, wherein the advertising selecting computer compares the healthcare related information to the advertising information and selects advertising information for display at the device, the advertising selecting computer transmitting via the communications network a pharmaceutical advertisement associated with the advertising information to the device for display and, in response to the computer user selecting the displayed pharmaceutical advertisement, a prescription form is automatically populated.
3. (Original) The system of claim 2 wherein the healthcare related information comprises information received from a healthcare group consisting of healthcare providers, patients, healthcare service organizations, pharmaceutical companies, healthcare product and service vendors, pharmacies, medical facilities, healthcare information services, medical record databases, government agencies, non-profit organizations, health research organizations and billing companies.

4. (Previously presented) The system of claim 2 further comprising a database of stored non-healthcare related information connected to the advertising selecting computer wherein the advertising selecting computer compares the healthcare related information and the non-healthcare information to the advertising information and selects advertising information for display to the user that is related to the non-healthcare information.

5. (Previously presented) The system of claim 2 wherein the device is a wireless portable computer device.

6. (Previously presented) The system of claim 2 wherein the device is selected from the group consisting of web TV devices, personal digital assistant devices, personal computers, handheld portable computers, wireless telephone devices and wireless personal access devices.

7. (Previously presented) The system of claim 3 further comprising the advertising selecting computer constructs a medical record for a patient using healthcare information selected from at least one of the healthcare group and transmits the medical record via the communications network to the computer user.

8. (Canceled)

9. (Previously presented) The system of claim 2 wherein automatically populating a prescription form includes initializing parameters of the prescription form to values based on patient medical information.

10. (Canceled)

11. (Previously presented) The system of claim 2 further comprising the advertising selecting computer calculates a revenue amount to be paid to a healthcare provider for using the computer system.

12. (Previously presented) The system of claim 2 further comprising the advertising selecting computer calculates a revenue amount to be paid to a healthcare provider for referring patients to a health information website.

13. (Original) The system of claim 2 wherein the communications network is selected from the group consisting of a global communications network, a wide area network, a local area network, a wireless telephone network, a satellite network, an interactive television network and a cable network.

14.-24. (Canceled)

25. (Previously presented) A computer implemented method for managing health related information comprising:

- a. using patient medical information and healthcare provider information collected from at least one of a plurality of sources and stored in at least one computer database;
- b. selecting a healthcare product advertisement for display to a computer interface based on the patient medical information and healthcare provider information;
- c. transmitting via a computer network the product advertisement to the computer interface for display; and
- d. in response to selection of the product advertisement via the computer interface, automatically populating a healthcare product order form for display on the computer interface.

26. (Previously presented) The method of claim 25 wherein the plurality of sources are selected from the group consisting of health care provider information, patient medical records, patient prescription records, patient entered information, medical test ordering and test result records, and health information.

27. (Previously presented) The method of claim 25 wherein the product advertisement comprises a pharmaceutical advertisement.

28. (Original) The method of claim 25 wherein at least one of the plurality of sources comprises collected user entered data and user actions as a user navigates through an electronic web page display.

29. (Previously presented) The method of claim 27 wherein the pharmaceutical advertisement is for a drug.

30.-32. (Canceled)

33. (Previously presented) The method of claim 25 wherein populating a healthcare product order form includes initializing parameters of a prescription to values based on the patient medical information.

34. (Previously presented) The method of claim 33 further comprising sending the prescription to a patient-selected pharmacy.

35. (Original) The method of claim 34 further comprising if the prescription contains at least one refill, at least one prescription refill is not sent to the patient-selected pharmacy and is electronically stored for the patient.

36. (Original) The method of claim of claim 35 wherein the electronically stored prescription refill is sent to the patient-selected pharmacy upon request of the patient.

37. (Previously presented) The method of claim 29 further comprising:

- a. the patient medical information includes drugs the patient is allergic to; and
- b. in the selecting step, filtering pharmaceutical advertisements for drugs the patient is allergic to prior to display.

38. (Previously presented) The method of claim 37 wherein filtering comprises not displaying the pharmaceutical advertisements.

39. (Previously presented) The method of claim 37 wherein filtering comprises displaying the pharmaceutical advertisements with a warning.

40. (Previously presented) The method of claim 29 further comprising:

- a. the patient medical information includes drugs for which the patient has had adverse reactions; and
- b. in the selecting step, filtering pharmaceutical advertisements for drugs the patient has had adverse reactions.

41. (Previously presented) The method of claim 29 further comprising:

- a. the patient medical information includes drugs selected from the group consisting of drugs for which the patient has had an adverse reaction, drugs in the same class as drugs for which the patient has had an adverse reaction, drugs for which the patient's family has a history of adverse reactions, drugs for which genetic profiling has indicated the patient may have an adverse reaction, and drugs which may interact adversely with drugs the patient is currently taking; and
- b. in the selecting step, determining pharmaceutical advertisements for drugs from the group and filtering said pharmaceutical advertisements.

42. (Previously presented) The method of claim 41 wherein filtering comprises not displaying the pharmaceutical advertisements.

43. (Previously presented) The method of claim 41 wherein filtering comprises displaying the pharmaceutical advertisement with a warning.

44. (Previously presented) The method of claim 29 further comprising:

- a. the patient medical information includes drugs the patient is currently taking; and
- b. in the selecting step, filtering pharmaceutical advertisements for drugs that are not included in the formulary of the patient's insurance company.

45. (Original) The method of claim 29 further comprising prioritizing pharmaceutical advertisement display order according to an amount of revenue received for displaying each pharmaceutical advertisement.

46. (Original) The method of claim 29 further comprising prioritizing pharmaceutical advertisement display order according to an amount of revenue received for displaying pharmaceutical advertisements for pharmaceuticals from a selected company.

47.-63. (Canceled)

64. (Previously presented) A computer-implemented method of displaying targeted healthcare product information, the method comprising:

- a. using medical information stored in at least one computer database from a plurality of sources comprising:
  - i. for a selected patient, a patient's medical history;
  - ii. healthcare provider information;
  - iii. prescription writing habits of a healthcare provider;
- b. associating the medical information from the at least one of the plurality of sources with healthcare advertisement information stored in at least one advertisement computer database to select a healthcare advertisement for display to a user;
- c. transmitting via a computer network the healthcare advertisement for electronically displaying to the user via a computer interface; and
- d. in response to selection of the healthcare advertisement, automatically populating a healthcare product order form for display in the computer interface.

65. (Original) The system of claim 64 wherein the patient's medical history comprises information selected from the group consisting of patient history and examination information, patient test results information, patient prescription information, patient-entered information and other information relating to medical condition of the patient.

66.-72. (Canceled)

73. (Original) A software program embodied on a computer-readable medium incorporating the method as recited in claim 25.

74.-76. (Canceled)

77. (Previously presented) A software program embodied on a computer-readable medium incorporating the method as recited in claim 64.

78. (Canceled)

79. (Previously presented) A computer-implemented method for preparing a prescription, the method comprising:  
providing a pharmaceutical advertisement to a computer interface device; and  
populating a prescription form for display on the computer interface device based on selection of the pharmaceutical advertisement via the computer interface device.

80. (Previously presented) The method of claim 79, wherein populating the prescription form includes initializing prescription parameters.

81. (Previously presented) The method of claim 80, wherein prescription parameters are selected from the group consisting of dosage, frequency, form and duration.

82. (Previously presented) The method of claim 80, wherein the prescription parameters are determined based on information associated with a patient.

83. (Previously presented) The method of claim 82, wherein the information associated with the patient includes data associated with patient weight.

84. (Previously presented) The method of claim 79, wherein populating the prescription form includes providing a treatment regimen.

85. (Previously presented) The method of claim 84, wherein the treatment regimen includes strength, quantity, method of delivery, frequency, and duration of treatment.

86. (Previously presented) The method of claim 79, further comprising crediting a healthcare provider account based on selection of the pharmaceutical advertisement.

87. (Previously presented) The method of claim 79, further comprising receiving patient medical data from the interface device.

88. (Previously presented) The method of claim 87, wherein the patient medical data includes data associated with a patient condition.

89. (Previously presented) The method of claim 87, wherein providing the pharmaceutical advertisement is based on the patient medical data.

90. (Previously presented) A computer system comprising:  
a processor; and  
storage accessible by the processor, the storage including:  
program instructions operable by the processor to provide a pharmaceutical advertisement to an interface device; and  
program instructions operable by the processor to populate a prescription form based on selection of the pharmaceutical advertisement via the interface device.



91. (Previously presented) A computer system for displaying targeted healthcare advertisements comprising:

- a. an advertising selecting computer;
- b. a device for enabling entry of healthcare related information into the system;
- c. a database for storing the healthcare related information and advertising information, the database connected to the advertising selecting computer; and
- d. a communications network for transmitting the healthcare related information from the device to the advertising selecting computer for storage in the database, wherein the advertising selecting computer compares the healthcare related information to the advertising information and selects a pharmaceutical advertisement for display at the device, the advertising selecting computer transmitting via the communications network the pharmaceutical advertisement to the device for display and, in response to a computer user selecting the displayed pharmaceutical advertisement, a prescription is initiated based on the healthcare related information.

92. (Previously presented) A computer implemented method for managing health related information, the method comprising:

- a. using patient medical information and healthcare provider information stored on at least one database and collected from at least one of a plurality of sources;
- b. selecting a healthcare product advertisement for display to a computer interface device based on the patient medical information and healthcare provider information;
- c. transmitting via a computer network the product advertisement to the computer interface device for display; and
- d. in response to selection of the product advertisement, automatically initiating a healthcare product order based on the patient medical information for display on the computer interface device.